

ABSTRACT OF THE DISCLOSURE

5 A method for consumer product promotion through the Internet. A consumer purchases a package containing a consumer product identified by a universal product code and having a package identification number unique to the package. The consumer can access to a Web site to play an Internet game offered therein upon presentation of the package identification number to the Web site if the package identification number
10 satisfies the following two conditions: (1) the format of the package identification number matches a predetermined format, and (2) the package identification number has not been presented yet.

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